

# Trade Opportunities Of City Steadily Widen

**I**N the matter of extension of trade territory El Paso made wonderful progress during the year 1909, having cultivated and developed that territory already under the control of its jobbers and manufacturers, and opened up vast new fields, which will require years of intelligent and persistent effort to develop.

The year opened with The Herald down on the west coast of Mexico drawing attention to the advantages of El Paso as a trading point. There two of the richest and most prosperous states of the sister republic, with a population already in the hundreds of thousands, and daily increasing by leaps and bounds, were pouring out millions annually in gold and silver, which found its way to jobbing and manufacturing points a thousand miles more distant than El Paso. This pioneer work done by The Herald drew the attention of El Paso jobbers to the great possibilities in that field, and before long favorable rates will have been secured, such as will admit El Paso manufacturers and jobbers to one of the most promising parts of a great republic, now but at the beginning of its development.

## Harriman Extensions.

The further extension of the Harriman lines down the west coast of Mexico, and the construction of the many branches already planned, will extend El Paso's trade influence over a vast empire. Within a few years there will be millions of people in the territory opened up by The Herald, and the wealth of the resources then opened up and developed will starve the world with its vastness.

The Harriman lines now under construction will do more than place the west coast of Mexico in El Paso's trade influence, as the Yaqui river line, with its connection with the coast system at Corral, will shorten the distance to the coast from El Paso, and open up that wonderfully rich mineral section along the backbone of the Sierra Madre, bringing it all to the city of El Paso as its nearest large business center. This line will connect with the present trunk lines out of El Paso in the vicinity of Douglas. This important connection will not only be of immense benefit to the wholesale trade, but will emphasize the necessity of greatly increased manufacturing interests in El Paso.

## Securing New Interests.

The purchase of the Rio Grande, Sierra Madre & Pacific, together with the extensive lumber interests, formerly belonging to Col. W. C. Greene, by the Pearson group of capitalists, together with the announcement of the immediate extension of the road, means the development of another large mineral section of northern Mexico which is naturally tributary to El Paso. This section is known to be exceedingly rich in gold, silver, copper, lead and other minerals valuable in commerce; is a well stocked cattle country, and thousands of square miles of it is covered with mighty forests of commercial timber.

That tract of timber known as the "Greene concession" is of itself as large as the state of Connecticut, and no actual survey of its timber wealth has ever been accomplished. The surveys made have been in sections of so many square miles, and the results in that area have been compared with similar areas of similar growth elsewhere on the tract. In this way it has been determined that the timber wealth of the tract is probably \$300,000,000 or \$400,000,000, and that while it is being cut it can be regrown, and with equal rapidity. In fact, Col. Greene had prepared the plans for the reforestation of the tract. It is now assured that this great industry will pour its wealth through El Paso, where great sawmills, sash and door factories, and the many kindred enterprises, will be established.

## Reduced Freight Rates.

Reduced freight rates on local shipments out of El Paso have extended the field far into New Mexico, and expected reductions already arranged for or under consideration will still further extend that trade territory to cover perhaps two-thirds of the population of the territory.

The absolute certainty with which El Paso is coming to its own in the southwest, and particularly the southern and central portions of New Mexico, is shown by both the increasing trade and the almost unanimous desire of all the towns in those sections to get into closer touch with El Paso. The best evidence of this desire is the fact that all the projected railroads, to get the popular support needed to encourage the promotion, make El Paso the promised terminus on the west or south.

## New Mexico Railroads.

The year 1909 was an active one in New Mexico railroad circles, witnessing the organization of five new companies with a combined capitalization of \$7,500,000. Three of these companies are building directly to El Paso, one is wholly within El Paso's trade territory, and the fifth will prove a very valuable connection for the El Paso & Southwestern, and consequently for El Paso.

In addition to these roads, with their incorporation papers on file and work

## Population Of the Great Southwest Is Increasing at Great Rate.

progressing, the territory of New Mexico promises several other very important railroad connections for El Paso. Several engineering parties are now completing final surveys for a line to connect El Paso with the northwest territory, opening up the counties of Sierra, western Sonora, western Valencia, McKinley, Rio Arriba and San Juan, in the territory of New Mexico, and putting a very rich mining, agricultural and stock country, with thousands of prosperous people, in direct communication with El Paso. Surveying parties are also in the field, running lines through the Mesilla valley, one east and west across the southern part of the territory, and one north and south, to connect with El Paso.

## Other Interests.

In the New Mexico trade territory of El Paso, the year 1909 saw many new towns established; 13 new banks, with a total capitalization of \$275,000; a wonderful increase in the amount of property returned for taxation; the opening of a number of new mining districts, and the establishment of many new industries.

## Freight Reductions Count.

El Paso opened up new trade territory in Arizona during the year just closed, this extension being made possible by both freight reductions and railroad building in the El Paso trade territory, which has created new mining camps and towns, and opened up new agricultural districts.

The freight reductions secured

through the efforts of the enterprising business men of the city, working through the chamber of commerce, have been more general through Arizona than in any other portion of the southwest, and the expectations of greater reductions for the year 1910 are nearer realization. The volume of trade from Arizona increased in greater proportion than the freight reductions warranted in new territory, but that is explained by the fact that during the year there was a general revival of all mining interests, particularly copper, and a number of new districts opened up, this increased volume of trade flowing naturally to El Paso.

The activity of the Southern Pacific in building branch lines in the El Paso trade territory aided greatly in opening up new territory and increasing the volume of trade from the older communities, besides creating new populations in sections tributary to El Paso by both natural and railroad conditions. This activity continues into the year 1910, and will do much to put El Paso in a dominant position as regards the trade of southern Arizona.

## Securing Northern Mexico.

El Paso manufacturers and jobbers have at last realized the possibilities in northern Mexico, and are making efforts to extend their trade in that direction, with success.

The trade possibilities in northern Mexico are practically unlimited, as it is the newest country on the globe today, in a commercial way. Humboldt

declared Mexico to be the treasure house of nature, and recent developments in all lines of commerce have fully sustained that opinion. Tremendous deposits of gold, silver, copper, lead and other metals are known, and have been partially exploited, further development only awaiting the coming of facilities of transportation. The mineral wealth of the country cannot be known, however, as there has been little if any prospecting in regions of vast extent. Timber and livestock add greatly to the visible wealth of the entire northern section of the republic.

## For Greater Effort.

El Paso's trade territory should be extended far beyond its present limits, and can be with united effort for better local jobbing rates and a more systematic study of the proper methods by the manufacturers and jobbers of the city. The population in this trade territory which should be looked after is both large and prosperous; the mines producing liberally, the lands being fertile and the climate ideal for the raising of stock, and all these pursuits are followed. The efforts for Mexican trade should be along the line of the Mexican National as far south as is found practical; down the Mexican Northwestern, formerly the Sierra Madre, and into that vast extent of territory between the tracks of the Mexican National and the Harriman lines; down the Yaqui river lines and to a connection with the coast system; and, last, but by no means least, down the Harriman coast lines through Nogal.

A glance at the map will show the entire country covered by these lines to be almost directly south of El Paso, and naturally in its trade territory. To make this trade influence further possible, railroad construction has been all in favor of El Paso.

# El Paso Enters Her Skyscraper Era

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port more residence jobs offering than ever before in the history of the city.

## Probably a Smelter.

The press dispatches have for some months been announcing the construction of another big smelter in El Paso by the International Smelting and Refining company, a concern with a paid in capital of \$10,000,000 and a clamoring public ready to take as much more of the stock. It is known that the ground has been looked over and a site tentatively selected. If the city secures this enterprise it will add \$1,000,000 to the estimate made for new buildings in the city, bringing the assured total up to \$3,000,000.

## Large Lumber Mills

Another enterprise reasonably sure for El Paso during the year 1910, and the direct result of the progress and enterprise of the city during the year 1909, is the location of the immense lumber mills, door and sash factories, box factories and other works of the Pearson lumber interests, operating at Madera. It will soon be necessary for these to manufacture lumber and the

products of lumber in the United States for the southwestern market, and El Paso is the only point to be considered, as they can haul the logs into this city over their own rails and find a ready market for all the byproducts.

In addition to the structures mentioned above as having been completed during the year 1909, there were a large number of handsome residences constructed, costing from \$40,000 down to the modest but comfortable cottages of the average resident. A very large number of one and two story business places were built during the year, and the business districts extended in every direction.

There was an unusual demand for homes costing between \$3000 and \$5000, and all the new buildings placed on the market soon found purchasers and are now occupied.

The residences erected during the year went well into the hundreds, and yet the increasing population kept rentals up and the houses occupied. At the beginning of the year it was supposed that the unusual activity in building lines meant a slight reduction in rents and many vacant houses before

the end of the year, but as one family completed and moved into a new home the house just vacated was promptly rented by newcomers. Rents continued strong and all desirable houses in demand. This means that the building, although much more than in any year in the history of the city, was not more than enough to care for the incoming population, and that the rooming houses are still congested with those willing to occupy a cottage as soon as it can be provided for them.

Mining men believe the Fuerte district will be the sensation of the coming year in the mining history of the state of Sonora, as the work done in that district has made wonderful showings of mineral. During 1909 large sums of money went into the development of properties throughout the district, and in a number of instances some very rich ore was taken out and shipped to a market.

With both county and city growing rapidly in both population and wealth real estate investments must prove profitable.



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One of the most attractive and artistic buildings erected during the past year. It is designed to carry three or four additional stories.